

| 第一學年(113)        |            |     |    |     | 第二學年(114) |                  |            |     |    | 第三學年(115) |        |                  |           |     |    |     |    |
|------------------|------------|-----|----|-----|-----------|------------------|------------|-----|----|-----------|--------|------------------|-----------|-----|----|-----|----|
|                  | 科目         | 上學期 |    | 下學期 |           |                  | 科目         | 上學期 |    | 下學期       |        |                  | 科目        | 上學期 |    | 下學期 |    |
|                  |            | 學分  | 時數 | 學分  | 時數        |                  |            | 學分  | 時數 | 學分        | 時數     |                  |           | 學分  | 時數 | 學分  | 時數 |
| 校<br>必<br>修      | 分類通識       | 2   | 2  | 2   | 2         | 校<br>必<br>修      | 分類通識       | 2   | 2  | 2         | 2      | 校<br>必<br>修      |           |     |    |     |    |
|                  | 分類通識       | 2   | 2  | 2   | 2         |                  |            |     |    |           |        |                  |           |     |    |     |    |
|                  | 體育         | 2   | 2  | 2   | 2         |                  |            |     |    |           |        |                  |           |     |    |     |    |
|                  | 小計         | 6   | 6  | 6   | 6         |                  | 小計         | 2   | 2  | 2         | 2      |                  | 小計        |     |    |     |    |
| 院<br>必<br>修      | 商務英文(一)(二) | 2   | 2  | 2   | 2         | 院<br>必<br>修      | 商務英文(三)(四) | 2   | 2  | 2         | 2      | 院<br>必<br>修      |           |     |    |     |    |
|                  | 應用中文(一)(二) | 2   | 2  | 2   | 2         |                  |            |     |    |           |        |                  |           |     |    |     |    |
|                  | 程式設計概論     | 2   | 2  |     |           |                  |            |     |    |           |        |                  |           |     |    |     |    |
|                  | 管理學        | 3   | 3  |     |           |                  |            |     |    |           |        |                  |           |     |    |     |    |
|                  | 經濟學        |     |    | 3   | 3         |                  |            |     |    |           |        |                  |           |     |    |     |    |
|                  | 統計學        |     |    | 3   | 3         |                  |            |     |    |           |        |                  |           |     |    |     |    |
|                  | 小計         | 9   | 9  | 12  | 12        |                  | 小計         | 2   | 2  | 2         | 2      |                  | 小計        |     |    |     |    |
| 專<br>業<br>必<br>修 | 流通管理概論     | 2   | 2  |     |           | 專<br>業<br>必<br>修 | 應用經濟學      | 3   | 3  |           |        | 專<br>業<br>必<br>修 | 實務專題      | 1   | 1  | 1   | 1  |
|                  | 管理數學       | 2   | 2  |     |           |                  | 應用統計學      | 3   | 3  |           |        |                  | 行銷研究      | 3   | 3  |     |    |
|                  | 行銷管理       |     |    | 3   | 3         |                  | 消費者行為      | 3   | 3  |           |        |                  | 供應鏈管理     | 2   | 2  |     |    |
|                  |            |     |    |     |           | 英語會話(一)(二)       | 2          | 2   | 2  | 2         | 網路內容行銷 |                  |           | 2   | 2  |     |    |
|                  |            |     |    |     |           | 日文(一)(二)         | 2          | 2   | 2  | 2         | 專業倫理   |                  |           | 2   | 2  |     |    |
|                  |            |     |    |     |           | 物流管理             |            |     | 2  | 2         |        |                  |           |     |    |     |    |
|                  |            |     |    |     |           | 數位行銷             |            |     | 2  | 2         |        |                  |           |     |    |     |    |
|                  |            |     |    |     |           | 資料分析與軟體應用        |            |     | 3  | 3         |        |                  |           |     |    |     |    |
|                  | 小計         | 4   | 4  | 3   | 3         |                  | 小計         | 13  | 13 | 11        | 11     |                  | 小計        | 6   | 6  | 5   | 5  |
| 專<br>業<br>選<br>修 |            |     |    |     |           | 專<br>業<br>選<br>修 | 電子商務       | 2   | 2  |           |        | 專<br>業<br>選<br>修 | 商務企劃      | 2   | 2  |     |    |
|                  |            |     |    |     |           |                  | 商品管理       | 2   | 2  |           |        |                  | 定價策略與管理   | 2   | 2  |     |    |
|                  |            |     |    |     |           |                  | 應用會計學      | 2   | 2  |           |        |                  | 行銷實務與演練   | 2   | 2  |     |    |
|                  |            |     |    |     |           |                  | 日本經貿與文化    | 2   | 2  |           |        |                  | 廣告管理與實務   | 2   | 2  |     |    |
|                  |            |     |    |     |           |                  | 服務行銷與管理    |     |    | 2         | 2      |                  | 社群行銷      | 2   | 2  |     |    |
|                  |            |     |    |     |           |                  | 行銷多媒體應用    |     |    | 2         | 2      |                  | 零售管理      | 2   | 2  |     |    |
|                  |            |     |    |     |           |                  | 社會企業行銷     |     |    | 2         | 2      |                  | 商店規劃與設計   | 2   | 2  |     |    |
|                  |            |     |    |     |           |                  | 創意數位設計     |     |    | 2         | 2      |                  | 商用英文      | 2   | 2  |     |    |
|                  |            |     |    |     |           |                  | 專案管理       |     |    | 2         | 2      |                  | 基礎商務日語    | 2   | 2  |     |    |
|                  |            |     |    |     |           |                  | 行銷通路管理     |     |    | 2         | 2      |                  | 財務管理實務    | 2   | 2  |     |    |
|                  |            |     |    |     |           |                  | 流通科技管理     |     |    | 2         | 2      |                  | 人際溝通與組織領導 | 2   | 2  |     |    |
|                  |            |     |    |     |           |                  | 門市營運管理     |     |    | 2         | 2      |                  | 綠色行銷      |     |    | 3   | 3  |
|                  |            |     |    |     |           |                  |            |     |    |           |        |                  | 品牌管理      |     |    | 2   | 2  |
|                  |            |     |    |     |           |                  |            |     |    |           |        |                  | 大數據行銷     |     |    | 2   | 2  |
|                  |            |     |    |     |           |                  |            |     |    |           |        |                  | 活動行銷      |     |    | 2   | 2  |
|                  |            |     |    |     |           |                  |            |     |    | 數位應用實務與演練 |        |                  | 2         | 2   |    |     |    |
|                  |            |     |    |     |           |                  |            |     |    | 連鎖店管理     |        |                  | 2         | 2   |    |     |    |
|                  |            |     |    |     |           |                  |            |     |    | 流通實務與演練   |        |                  | 3         | 3   |    |     |    |
|                  |            |     |    |     |           |                  |            |     |    | 採購與存貨管理   |        |                  | 2         | 2   |    |     |    |
|                  |            |     |    |     |           |                  |            |     |    | 商務溝通與談判   |        |                  | 2         | 2   |    |     |    |
|                  |            |     |    |     |           |                  |            |     |    | 智慧零售科技應用  |        |                  | 2         | 2   |    |     |    |
|                  |            |     |    |     |           |                  |            |     |    | 日本觀光產業與法規 |        |                  | 2         | 2   |    |     |    |
|                  |            |     |    |     |           |                  |            |     |    | 投資理財實務    |        |                  | 2         | 2   |    |     |    |

| 第四學年(116)        |           |     |    |     |    |
|------------------|-----------|-----|----|-----|----|
|                  | 科目        | 上學期 |    | 下學期 |    |
|                  |           | 學分  | 時數 | 學分  | 時數 |
| 校<br>必<br>修      |           |     |    |     |    |
|                  | 小計        |     |    |     |    |
| 院<br>必<br>修      |           |     |    |     |    |
|                  | 小計        |     |    |     |    |
| 專<br>業<br>必<br>修 | 校外實習      | 9   | 9  |     |    |
|                  | 商業專業證照    |     |    | 1   | 1  |
|                  |           |     |    |     |    |
|                  | 小計        | 9   | 9  | 1   | 1  |
| 專<br>業<br>選<br>修 | 校外實習      |     |    | 9   | 9  |
|                  | 行銷個案研討    | 2   | 2  |     |    |
|                  | 顧客關係管理    | 2   | 2  |     |    |
|                  | 銷售實務      | 2   | 2  |     |    |
|                  | 創意行銷      | 2   | 2  |     |    |
|                  | 行銷與流通資訊系統 | 2   | 2  |     |    |
|                  | 流通個案討論    | 2   | 2  |     |    |
|                  | 物流中心經營管理  |     |    | 2   | 2  |
|                  | 創新管理      |     |    | 2   | 2  |
|                  | 企業資源規劃    |     |    | 2   | 2  |
|                  | 商用日語會話    |     |    | 2   | 2  |
|                  | 職場進階數位技能  |     |    | 2   | 2  |
| 職前演練             |           |     | 2  | 2   |    |

**【科目類別】**  
 通識科目(分類通識)：校必修  
 共同科目(體育)：校必修  
 專業科目：院必修、專業必修、專業選修

| 【科目類別】    | 學分  | 時數  |
|-----------|-----|-----|
| 通識科目、共同科目 | 16  | 16  |
| 專業科目      | 25  | 25  |
| 院必修       | 52  | 52  |
| 專業必修      | 52  | 52  |
| 專業選修      | 35  | 35  |
| 合計        | 128 | 128 |

- 【注意事項】**
- 1.最低畢業學分：128學分，其中專業選修35學分(本系至少23學分，其餘可跨系)。
  - 2.一、二、三年級每學期修課16~30學分，四年級每學期修課9~30學分。
  - 3.表列專業選修課程，得依實際情況進行調整。
  - 4.請依本校「學生基本能力與畢業門檻實施辦法」實施。
  - 5.校外實習課程，請依相關實施要點辦理。
  - 6.畢業年級相當於國內高級中等學校二年級之國外或香港、澳門同類同級學校畢業生，以同等學歷修讀本校學士學位者，最低畢業學分：140學分，可延長修業年限三年。

行銷與流通管理系  
課程規劃委員會

行銷與流通管理系  
代理主任 林於杏

管理學院  
院長 林於杏

MUST Curriculum Planning for Undergraduate Students for Academic Years 2024-2027  
Department of Marketing and Logistics Management

| 1st year(2024)                       |   |              |     |              | 2nd year(2025) |  |                                       |              |     | 3rd year(2026)                         |                            |                                      |  |              |     |              |     |
|--------------------------------------|---|--------------|-----|--------------|----------------|--|---------------------------------------|--------------|-----|--|----------------------------|--------------------------------------|--|--------------|-----|--------------|-----|
|                                      | Course                                      | 1st semester |     | 2nd semester |                |  | Course                                | 1st semester |     | 2nd semester                           |                            |                                      | Course   | 1st semester |     | 2nd semester |     |
|                                      |   | Cr.          | hr. | Cr.          | hr.            |  |                                       | Cr.          | hr. | Cr.                                    | hr.                        |                                      |  | Cr.          | hr. | Cr.          | hr. |
| MUST Core Required Courses           | Classified general Education                | 2            | 2   | 2            | 2              | MUST Core Required Courses             | Classified general Education          | 2            | 2   | 2                                      | 2                          | MUST Core Required Courses           |  |              |     |              |     |
|                                      | Classified general Education                | 2            | 2   | 2            | 2              |  | Classified general Education          | 2            | 2   |  |                            |                                      |  |              |     |              |     |
|                                      | Physical Education                          | 2            | 2   | 2            | 2              |  |                                       |              |     |  |                            |                                      |  |              |     |              |     |
|                                      | Subtotal                                    | 6            | 6   | 6            | 6              |  | Subtotal                              | 4            | 4   | 2                                      | 2                          |                                      | Subtotal                                       |              |     |              |     |
| School Professional Required Courses | Applied Chinese (I) (II)                    | 2            | 2   | 2            | 2              | School Professional Required Courses   | Business English (III) (IV)           | 2            | 2   | 2                                      | 2                          | School Professional Required Courses |  |              |     |              |     |
|                                      | Business English (I) (II)                   | 2            | 2   | 2            | 2              |  |                                       |              |     |  |                            |                                      |  |              |     |              |     |
|                                      | Management                                  | 3            | 3   |              |                |  |                                       |              |     |  |                            |                                      |  |              |     |              |     |
|                                      | Introduction to Computers and Documentation | 2            | 2   |              |                |  |                                       |              |     |  |                            |                                      |  |              |     |              |     |
|                                      | Introduction to Artificial Intelligence     |              |     | 2            | 2              |  |                                       |              |     |  |                            |                                      |  |              |     |              |     |
|                                      | Economics                                   |              |     | 3            | 3              |  |                                       |              |     |  |                            |                                      |  |              |     |              |     |
|                                      | Statistics                                  |              |     | 3            | 3              |  |                                       |              |     |  |                            |                                      |  |              |     |              |     |
|                                      | Subtotal                                    | 9            | 9   | 10           | 10             |  | Subtotal                              | 2            | 2   | 2                                      | 2                          |                                      | Subtotal                                       |              |     |              |     |
| Compulsory Courses                   | Introduction to Distribution Management     | 2            | 2   |              |                | Compulsory Courses                     | Applied Economics                     | 3            | 3   |  |                            | Compulsory Courses                   | Marketing Research                             | 3            | 3   |              |     |
|                                      | Management Mathematics                      | 2            | 2   |              |                |  | Applied Statistics                    | 3            | 3   |  |                            |                                      | Supply Chain Management                        | 2            | 2   |              |     |
|                                      | Marketing Management                        |              |     | 3            | 3              |  | Consumer Behavior                     | 3            | 3   |  |                            |                                      | Content Marketing                              |              |     | 2            | 2   |
|                                      |   |              |     |              |                |  | English Conversation (I) (II)         | 2            | 2   | 2                                      | 2                          |                                      | Professional Ethics                            |              |     | 2            | 2   |
|                                      |   |              |     |              |                | Japanese (I) (II)                      | 2                                     | 2            | 2   | 2                                      | Special Topic Project (I)  | 1                                    | 1  |              |     |              |     |
|                                      |   |              |     |              |                | Logistics Management                   |                                       |              | 2   | 2                                      | Special Topic Project (II) |                                      |  | 1            | 1   |              |     |
|                                      |   |              |     |              |                | Digital Marketing                      |                                       |              | 2   | 2                                      |                            |                                      |  |              |     |              |     |
|                                      |   |              |     |              |                | Data Analysis and Software Application |                                       |              | 3   | 3                                      |                            |                                      |  |              |     |              |     |
|                                      | Subtotal                                    | 4            | 4   | 3            | 3              |  | Subtotal                              | 13           | 13  | 11                                     | 11                         |                                      | Subtotal                                       | 6            | 6   | 5            | 5   |
| Elective Courses                     |   |              |     |              |                | Elective Courses                       | Electronic Commerce                   | 2            | 2   |  |                            | Elective Courses                     | Business Planning                              | 2            | 2   |              |     |
|                                      |   |              |     |              |                |  | Merchandise Management                | 2            | 2   |  |                            |                                      | Pricing Strategy and Management                | 2            | 2   |              |     |
|                                      |   |              |     |              |                |  | Applied Accounting                    | 2            | 2   |  |                            |                                      | Marketing Management: Practice and             | 2            | 2   |              |     |
|                                      |   |              |     |              |                |  | Japanese Economics, Trade and Culture | 2            | 2   |  |                            |                                      | Advertising Management and Practice            | 2            | 2   |              |     |
|                                      |   |              |     |              |                |  | Service Marketing and Management      |              |     | 2                                      | 2                          |                                      | Social Media Marketing                         | 2            | 2   |              |     |
|                                      |   |              |     |              |                |  | Multimedia Application in Marketing   |              |     | 2                                      | 2                          |                                      | Retail Management                              | 2            | 2   |              |     |
|                                      |   |              |     |              |                |  | Social Enterprise Marketing           |              |     | 2                                      | 2                          |                                      | Store Planning and Design                      | 2            | 2   |              |     |
|                                      |   |              |     |              |                |  | Creative Digital Design               |              |     | 2                                      | 2                          |                                      | Business English                               | 2            | 2   |              |     |
|                                      |   |              |     |              |                |  | project management                    |              |     | 2                                      | 2                          |                                      | Business Japanese                              | 2            | 2   |              |     |
|                                      |   |              |     |              |                |  | Marketing Channel Management          |              |     | 2                                      | 2                          |                                      | Financial Management                           | 2            | 2   |              |     |
|                                      |   |              |     |              |                |  | Logistics Technology and Management   |              |     | 2                                      | 2                          |                                      | Interpersonal Communication and Or             | 2            | 2   |              |     |
|                                      |   |              |     |              |                |  | Chain Store Operation Management      |              |     | 2                                      | 2                          |                                      | Green Marketing                                |              |     | 3            | 3   |
|                                      |   |              |     |              |                |  |                                       |              |     |  |                            |                                      | Brand Management                               |              |     | 2            | 2   |
|                                      |   |              |     |              |                |  |                                       |              |     |  |                            |                                      | Big Data Marketing                             |              |     | 2            | 2   |
|                                      |   |              |     |              |                |  |                                       |              |     |  |                            |                                      | Event Marketing                                |              |     | 2            | 2   |
|                                      |   |              |     |              |                |  |                                       |              |     |  |                            |                                      | Digital Applications: Practice and Training    |              |     | 2            | 2   |
|                                      |   |              |     |              |                |  |                                       |              |     |  |                            |                                      | Chain store management                         |              |     | 2            | 2   |
|                                      |   |              |     |              |                |  |                                       |              |     |  |                            |                                      | Distribution Management: Practice and Training | 3            | 3   |              |     |
|                                      |   |              |     |              |                |  |                                       |              |     |  |                            |                                      | Purchasing and Inventory Management            |              |     | 2            | 2   |
|                                      |   |              |     |              |                |  |                                       |              |     | Business Communication and Negotiation |                            |                                      | 2  | 2            |     |              |     |
|                                      |   |              |     |              |                |  |                                       |              |     | Smart Retail Technology Application    |                            |                                      | 2  | 2            |     |              |     |
|                                      |   |              |     |              |                |  |                                       |              |     | Advanced Business Japanese             |                            |                                      | 2  | 2            |     |              |     |
|                                      |   |              |     |              |                |  |                                       |              |     | financial investment                   |                            |                                      | 2  | 2            |     |              |     |

| 4th year(2027)                       |   |              |     |              |     |
|--------------------------------------|---|--------------|-----|--------------|-----|
|                                      | Course                                    | 1st semester |     | 2nd semester |     |
|                                      |   | Cr.          | hr. | Cr.          | hr. |
| MUST Core Required Courses           |   |              |     |              |     |
|                                      | Subtotal                                  |              |     |              |     |
| School Professional Required Courses |   |              |     |              |     |
|                                      | Subtotal                                  |              |     |              |     |
| Compulsory Courses                   | InternshipBusiness Professional License   |              |     | 1            | 1   |
|                                      | Internship                                | 9            | 9   |              |     |
|                                      | Subtotal                                  | 9            | 9   | 1            | 1   |
| Elective Courses                     | Internship                                |              |     | 9            | 9   |
|                                      | Sales Practices                           | 2            | 2   |              |     |
|                                      | Customer Relationship Management          | 2            | 2   |              |     |
|                                      | Marketing Case Study                      | 2            | 2   |              |     |
|                                      | Creative Marketing                        | 2            | 2   |              |     |
|                                      | Marketing and Distribution Informatic     | 2            | 2   |              |     |
|                                      | Distribution Case Study                   | 2            | 2   |              |     |
|                                      | Logistics Center Management               |              |     | 3            | 3   |
|                                      | Innovation Management                     |              |     | 2            | 2   |
|                                      | Enterprise Resource Planning              |              |     | 2            | 2   |
|                                      | Business Japanese Conversation            |              |     | 2            | 2   |
|                                      | Advanced Computer Skills in the Workplace |              |     | 2            | 2   |
|                                      | Pre-employment Exercise                   |              |     | 2            | 2   |

Cr./hr.=Credit/hour

【Remarks】

1. Minimum graduation credits: 128 credits, including 35 elective credits (at least 23 credits for this major, the rest can be other departments).
2. The first, second, and third grade, students must take 16-30 credits each semester, and 9-30 credits each semester in the 4th grade.
3. Elective courses for listed are subject to change if necessary.
4. According to university regulations, students are required to meet the graduation requirement of basic proficiency and professional skills.
5. For off-campus internship courses, please follow the relevant implementation regulations.
6. Students having graduated from a foreign country, including Hong Kong and Macau, with the equivalent study of the sophomore level of the ROC's high school, or with a high school equivalent degree, who are studying for a bachelor's degree, the minimum graduation credits are 140, and the study period can be extended by 3 academic years.

